Belgian visitors
arriving by train 🚄

- **Total population: 10.8 million inhabitants**
- **Economic growth rate: -3.0%; forecast for 2010: +1.3%**
- **Unemployment rate: 7.9%**
- **Inflation rate: 0.0%**

Source: Eurostat.

What type of profile?

- The average age of the Belgian visitors (41 years old) is slightly higher than the average age (40 years old) of the other foreign visitors as a whole.
- They come from the upper socio-professional categories* (33.5%, -8.1 points compared to the other foreign visitors as a whole) and almost one third are employees (31.2%, +9.0 points).
- They come from Brussels (36.5%), from Flanders (36.3%) and Wallonia (26.0%).

*Liberal professions, teachers, scientific professions, executives and other intellectual professions.

What type of travel?

- More than three quarters (78.8%, -3.1 points) travel for personal reasons. They come in couples (37.9%, +2.3 points) or alone (26.5%, +2.4 points).
- They generally make their own travel arrangements (75.1%, -6.6 points). More than 1 out of 5 Belgians travel individually with organized trips (21.3%, +7.6 points) while only 3.6% (-0.9 point) opt for travel in organized groups.
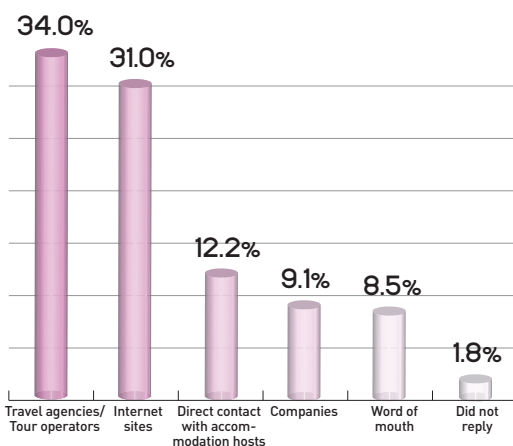
What type of accommodation?

- More than 8 out of 10 stays (80.7%, +1.3 point) are spent in paid accommodation.
- The main types of paid accommodation used include hotels for 75.4% (2 or 3 star hotels for 78.6% and 4 star hotels for 13.2%) and hostelries (3.1%).
- The main non-paid accommodation used includes staying with friends (9.5%) and relatives (5.4%).

A MAJORITY OF BELGIAN REPEAT VISITORS TO PARIS ILE-DE-FRANCE

- 27.4% First-time visitors
- 0.9% Did not reply
- 71.7% Repeat visitors
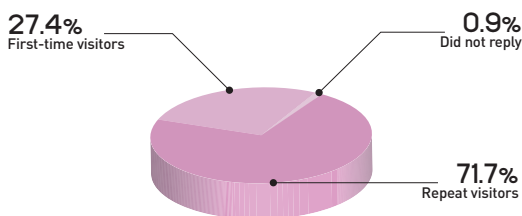
Reference period: the last 5 years.

TRAVEL AGENCIES PLAY A DOMINANT ROLE AS A SOURCE OF INFORMATION

- 34.0% Travel agencies/Tour operators
- 31.0% Internet sites
- 12.2% Direct contact with accommodation hosts
- 9.1% Companies
- 8.5% Word of mouth
- 1.8% Did not reply

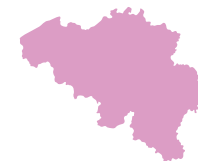Several possibilities, based on paid accommodation.

The largest number of bookings are made through travel agencies and tour operators (35.0%, +7.8 points), ahead of direct contact with accommodation hosts (25.7%, +2.0 points). Furthermore, the number of bookings made through travel agency Internet sites represents almost a quarter of all travel agency bookings (22.2%).
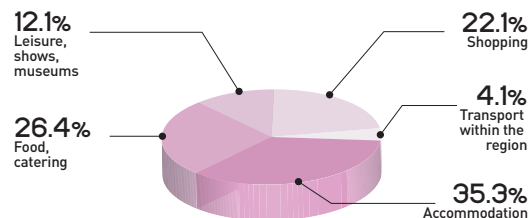
What types of activity?

- 64.2% of Belgians travel for personal reasons motivated by discovering towns. They are more interested than the other foreign visitors in shows and concerts (15.7%, +3.8 points) as well as events and temporary exhibitions (19.9%, +2.6 points).
- On the other hand, they are less interested in evenings out (8.7%, -9.1 points), discovering French gastronomy (25.6%, -7.8 points), parks and gardens (30.1%, -6.0 points) and markets (11.2%, -6.0 points).

What sites are visited?

- The 5 most visited sites include: the tour Eiffel (48.4%), Notre-Dame de Paris (45.4%), the Sacré-Cœur de Montmartre (42.5%), the Arc de triomphe (40.6%) and the Louvre (35.8%).
- Compared to the other foreign visitors they visit less the 'must see' sites such as Notre-Dame de Paris (-9.0 points) or the Louvre (-7.7 points). On the other hand more of them visit the musée du quai Branly (7.1%, +2.4 points).
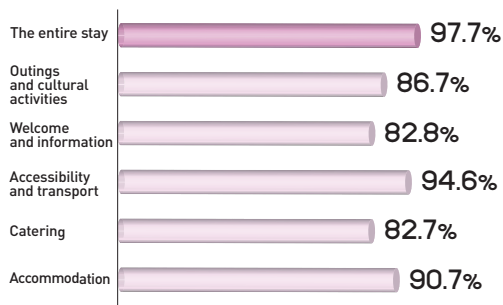
MORE THAN A THIRD OF BELGIAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION

- 12.1% Leisure, shows, museums
- 22.1% Shopping
- 4.1% Transport within the region
- 26.4% Food, catering
- 35.3% Accommodation

The average Belgian visitor spending, per day and per person, is higher than for the other foreign visitors as a whole. They allot a larger budget to shopping (+4.1 points) and to leisure (+2.8 points) and less to accommodation (-4.6 points).

VERY SATISFIED VISITORS, MOST NOTABLY WITH TRANSPORT AND ACCOMMODATION*

- The entire stay — 97.7%
- Outings and cultural activities — 86.7%
- Welcome and information — 82.8%
- Accessibility and transport — 94.6%
- Catering — 82.7%
- Accommodation — 90.7%

*% of satisfied and very satisfied.
Average rate of satisfaction, all foreign visitors as a whole: 95.5%.

The average age of the clientele varies depending on the type of transport used. The figures expressed in 'points' concern all foreign visitors arriving by train.
Source: ongoing surveys in trains - Paris Ile-de-France Tourist Board (BVA), 2009 results.

71.7% HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

63.2% WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

- **699,000 stays** representing 20.8% of stays by all foreign visitors arriving by train.
- **1,982,000 overnight stays** representing 17.3% of overnight stays by all foreign visitors arriving by train.
- **2.8 nights** on average.
- **71.7% have already visited** Paris Ile-de-France.
- **96.4% make their own travel arrangements.**
- **145 € spent on average** (per day and per person).
- **97.7% are satisfied with their stay** in Paris Ile-de-France.
- **63.2% would like to return to Paris** Ile-de-France within the next two years.